



Ashland Perfectyl™ biofunctional from chamomile, inspired by new aesthetic techniques enables consumers to rock skin perfection without injection

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Multi-ethnic innovation helps all complexions appear clearer and more uniform

Wilmington, Del., November 30, 2023 - Ashland announces the launch of Perfectyl™ biofunctional, a novel high-tech chamomile extract, developed using Zeta Fraction™ technology, driven by Artificial Intelligence (A.I.) and inspired by new aesthetic techniques for relaxing facial lines without the need for injections.

Organically and sustainably sourced from the picturesque mountains in Oregon (USA), chamomile is an extraordinary medicinal herb from the pharmacopeia with well-known calming and relaxing properties. Using Ashland patented and sustainable Zeta Fraction™ technology, Ashland reveals a new side of chamomile in a natural extract with exceptional composition, naturally rich in GABA amino acid and flower acids.

Initially predicted by artificial intelligence (AI), Perfectyl™ addresses GABA pathway through GABA_A expression ex vivo. GABA amino acid is a new target for beauty, known to be a facial line relaxer.

“Recent studies show that GABA is associated with skin pigmentation, remodeling, and muscle relaxation,” said Isabelle Imbert, PhD, R&D director, Ashland. “GABA amino acid is a neurotransmitter described to be the new natural cosmetic alternative solution to botox¹ as facial line expression relaxer².”

“The younger generation of women are increasingly using non-surgical aesthetic procedures to get flawless skin, and this trend is driven by social media with billions of views,” said Justine Cotton, global marketing, biofunctionals, Ashland. “Inspired by these new aesthetic practices used by GenZ and Millennials to achieve a perfect skin, Ashland has developed Perfectyl™ to help smooth fine lines, refine enlarged pores, clarify imperfections and uneven skin, specifically pigment spots.”

Perfectyl™ targets multiple flaws induced by external and lifestyle stresses, such as post-inflammatory-hyperpigmentation and sebum overproduction. Tested *in vitro* and *in vivo* on three skin ethnicities and four phototypes, Perfectyl™ is a multi-ethnic solution to help all complexions get clearer and more uniform. Meanwhile, Perfectyl™ is excellent for multi-benefit products, both anti-aging and anti-flaws, which constitutes a current growing need for women with blemish-prone skin and first signs of aging.

For more information about this newest innovation, please visit ashland.com/perfectyl.

About Ashland

Ashland Inc. (NYSE: ASH) is a global additives and specialty ingredients company with a conscious and proactive mindset for environment, social and governance (ESG). The company serves customers in a wide range of consumer and industrial markets, including architectural coatings, construction, energy, food and beverage, nutraceuticals, personal care and pharmaceutical. Approximately 3,800 passionate, tenacious solvers - from renowned scientists and research chemists to talented engineers and plant operators - thrive on developing practical, innovative and elegant solutions to complex problems for customers in more than 100 countries.

Visit ashland.com and ashland.com/ESG to learn more.

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¹. <https://skinatwork.dk/blogs/news/gaba-gamma-amino-butyric-acid-nope-never-heard-of-it-but-you-should-have>

². Q. Nguyen PhD; et al, A Randomized, Double-blind, Placebocontrolled Clinical Study Investigating the Efficacy and Tolerability of a Peptide Serum Targeting Expression Lines. 2021, J. Clinical Aesthetic Dermatology. 2021; 14(5):14-21

Media Relations:

Jackie Egan
jacquelyn.egan@ashland.com